

FENNELL'S

May-June 1959. Vol 13, No. 2

ORCHID NEWS



Cattleya Skinneri



*Chysis
bracteosa*



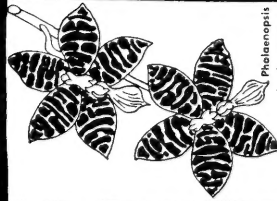
*Cynoches
chlorochilon*

featuring

- NEWS & NOTES
- NEW HYBRIDS
- UNUSUAL BOTANICALS
- RARE MINIATURES



Psittacium elara



Phalaenopsis



Phalaenopsis Marnii



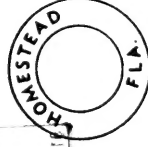
Epidendrum atropurpureum



Epidendrum ciliare

Rodriguezia secunda

FENNELL ORCHID CO.
"THE ORCHID" JUNGLE
Rt. 1, Box 210
Homestead, Florida.



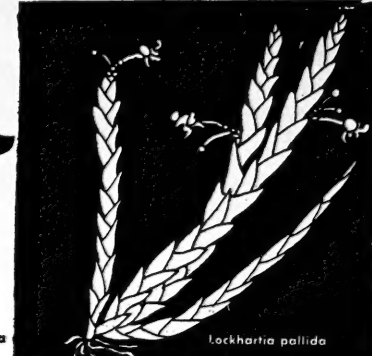
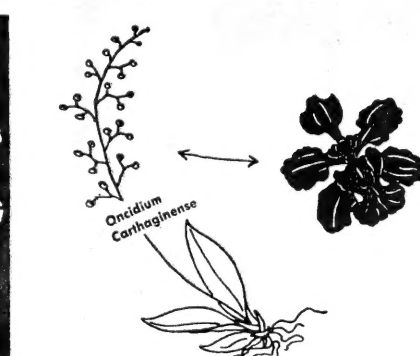
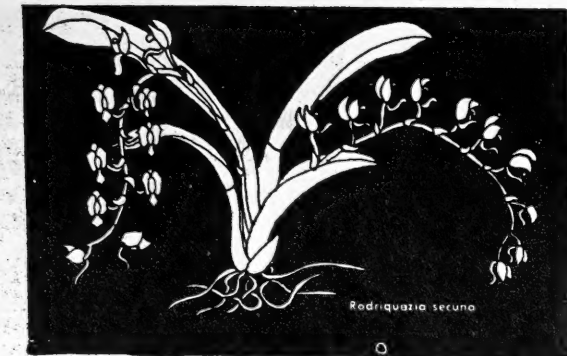
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Form 3547 Requested

NEW

ORCHIDS for 59 INSIDE



NEW CATTLEYA HYBRIDS. for spring and summer flowers!

A fine & interesting group of medium to large flowered types in a variety of colors. 7 of the eight offered here are new with us and all are worthwhile additions to any collection. Note the extra special bonus plant we will give you if you buy the collection of one each of these plants. It makes it truly an outstanding bargain!

C. United States. An extra brilliant dark of medium size. About 5" across, and a profuse bloomer for spring and Easter. Husky young plants, mature, in 4½" to 6" pots. Postpaid, only \$9.98

C. Isabel Sander. Extra large, vigorous plants now in sheath & bud for late spring. A heavy producer of lavender flowers with dark lips. If you hurry, we may be able to ship one to bloom this year. Fine plants in 5 to 7" pots. Postpaid only \$10.49

C. Juliette Mossman x C. Mossiae 'Reineckiana.' An Easter White with yellow & dark purple lip. Medium size. Heavy bloomer. Strong young plants that bloomed this spring for 1st time. In 4½-6" pots. A fine value. Postpaid, only \$12.98

C. Peter Sander x C. Reindeer. Richly colored dark lavender flowers of very nice shape with dark purple lips attractively contrasting with golden-yellow eyes in the throat. Strong young plants blooming now for the 1st time. A few still in sheath. Postpaid at the low price - only \$9.98.

C. Rabearna x (C. Tenemos x C. Mossiae) Extremely prolific bloomers for Easter and late spring. Intense, dark lavender-purple, with extremely dark velvety lips. Very nice plants in 4½ to 6" pots. Postpaid only \$10.49

C. Anna Harmon x C. Callistoglossa. An unusual cross of very interesting potential. It hasn't flowered for us yet but due to its heredity from C. Maxima & C. Dowiana we expect some really fancy striped lips and color should be bright and intense. Early summer. Postpaid only \$11.98

C. Rabearna x C. Cherokee. Another fine cross of the dark prolific Rabearna. These, too, are dark & brilliant spring bloomers of very pleasing aspect. Blooming now for 1st & 2nd times. You can't go wrong at this price. Postpaid only \$9.98

C. Red Oak x C. Bowringiana. The finest hybrid of this type yet produced. Flowers average from 4½" to 5" across and are produced up to 8 & 10 on a stem. Color is a deep rich purple with darker purple lips, often set off by yellow or gold in the throat. Plants are large and heavy. The foliage alone is a treat to see. Blooms last well. Season July to December. In 5" to 8" pots. Offered this time only at very special prices:

1 lead Postpaid only \$19.98
2 lead " " 27.95

"NEW HYBRID" COLLECTION. If you order one each of these 8 fine new hybrids, a total order of \$95.46, we will send you as an Extra Special Bonus Plant, a strong plant in sheath of our rare and exotic bronze hybrid, C. Pittiana (Value \$30.00). Don't miss this terrific offer! Order now & get these nine fine plants. A total value of \$125.46 - Postpaid for only \$95.46
Order Now Offer expires August 31, 1959

NEWLY IMPORTED COLLECTION

Order one each of these 10 fine plants. Total value of at least \$94.77, and we will include a fine, strong plant of Epidendrum atropurpureum 'Randii' as a bonus in addition to the Special Gift Plant of the lovely & rare Huntleya Burtii which produces 3½ to 4" flowers of waxy, yellow & red-star shape. Truly one of the finest collector's items! Treat yourself to this fine variety collection. 12 plants, a value of more than \$130.00 for only, postpaid - \$94.77

SPRAY & CLUSTER ORCHIDS.

Our orchid collectors around the world have been busy this year and we have received many fine shipments of interesting & unusual orchids to add variety & spice to your collections. Listed here are 12 showy species of spray or cluster type orchids that we think you will enjoy. If you buy one of each, we have an extremely rare and particularly lovely orchid as a Special Gift for you. We have never listed this fine orchid & you can't buy it from us, but we will give you one! See details in the "Newly Imported" Collection below.

Brassavola cordata. Large, strong plants, well rooted in 4½ & 5" pots. Produce lacy clusters of 2½" flowers with green S & P's and white lips. Fragrant, spring & summer. Postpaid, only \$7.98

Demerandra stenopetalum. Small plants, blooming size, established & easy to grow. Produce from 1 to 3, one inch flowers of bright lavender at the tips of the stems. Off & on year around. Very popular & quite rare. Used to be classified as an Epidendrum. In 3" pots. Postpaid, only \$4.95

Dendrobium aureum. From cream-yellow to tawny-yellow with dark maroon center. Flowers 2-5 on a stem, each about 2½" across. Feb. & March. Newly imported. Starting growth now. A deciduous plant, leafless now. 4½" pots, 1 to 2 leads, bulbs 15 to 20" long. Blooming size. Postpaid, only \$9.98

Dendrobium chrysanthum. Dark, golden-orange flowers with velvety lips, centered with a maroon-black eye. 2½" flowers, 2-5 on a stem in late summer & fall. Pendant & deciduous. Well established mature plants. Extremely rare & showy. Postpaid, only \$14.98

Dendrobium formosum 'giganteum.' One of the largest & longest lasting of all Dendros. 3" to 4" across in clusters at top of cane-like bulbs. The paper white flowers last for months, and are very showy against the dark green foliage. Strong plants, well established in 4½ to 5" pots. A fine value. Postpaid, \$9.98 & \$12.98

Epidendrum atropurpureum 'alba.' This white form is quite rare and seldom seen in cultivation. Not actually pure white. The S&P's are greenish-brown. The lip is white with a little crimson striping in the center portion. Newly collected plants. Well rooted and blooming size. A good buy. Postpaid at only \$6.98

Epidendrum costaricense. A new one we haven't bloomed yet, but are they in bud! Every plant is outdoing itself. Bloom stems will be at least 3 ft. tall with many side branches. Flower is said to be 1½ to 2" across, greenish-yellow, with brownish-red striping & blotching at the tips & on the lip. Supposed to be very fine. Should bloom in May. Plants are sturdy and well established. Postpaid, Special Introductory Price, only \$9.98

Oncidium carthagenense. Newly imported. Well rooted plants of blooming size. Most have 3 or 4 leaves about 12" tall, somewhat scarred but sturdy. A particularly good dark form of this pink 'dancing doll'. 4½ to 6" pots. Postpaid \$8.98 & \$12.98

Phalaenopsis Lueddemanniana 'Fennell's variety.' Dark, and heavily barred form of this cream & wine colored phalaenopsis. Flowers are 1½ to 2" across. Now in bud in 4-4½" pots. While they last. Postpaid at \$9.49

Schomburgkia Lueddemanniana. The best form of this we have ever seen. Dark rich bronze & rose-purple flowers are almost 3" across. Well held & well spaced in a cluster of up to 30 on tall, erect stem. Feb. & March. Plants are short and stout. In 6"-8" pots. Well established single plants at very special price. Postpaid only \$12.98

Trigonidium Egertonianum. The "Tulip Orchid". A real treat for the connoisseur. Single flowers on erect 10" to 14" stems. Tulip shaped, delicately striped & colored beige, red & blue. About 1½" long & 1" across. Bloom off & on anytime. A conversation piece. Now in bud and bloom. Postpaid, only \$7.98

MINIATURES FOR THE CONNOISSEUR.

These "Tom Thumbs" of the Orchid World are a specialty of ours. Every orchid collector should have at least a few of them. The flowers aren't usually very big but the plants don't take up much space either & they'll cause more comment than any other orchid in your collection. Try some & see!

Dichaea panamensis. Very compact, small blooming size plants 2-3" tall in 2" pots. Flowers about 1/2" across greenish-white with brilliant red-purple freckles. Well established. Very rare. 1st time offered. Postpaid \$3.98

Cattleya Forbesii. Extremely rare. Will eventually grow to 10 or 12" tall. These 4½" to 5" tall plants are now in bud & sheath. Very slender. Newly imported, but established. Plants are not much to look at but you'll love these unusual flowers. Each 2½ to 3" across. Greenish-tan S & P's. Lip white outside with brilliant orange stripes on white & yellow background the whole length of throat & lip on inside. 3 & 4" pots. Only a very few available. 1st come, 1st served. Postpaid \$14.98

Lockhartia pallida. One of our most popular miniatures. Attractive foliage plant when not in flower but a prolific bloomer as well. Leaves seem to be braided. Flowers appear any time near end of stems, 2 to 8 together. About 1/3" across. Bright yellow & very decorative. In 3" pots or on cypress bark slabs. Well established. Postpaid only \$4.95

Oncidium cheriophorum. One of the cutest of miniature Oncidiums & one of the easiest to grow. Bulbs about 1" high. Leaves 3 to 4" long. Flower stems 4 to 8" long with 8 to 20, ½" flowers of clear yellow. Produced in fall & winter months. Well established, strong plants in 3" pots. Postpaid \$5.98

Ornithocephalus bicornis. This one we can't keep in stock. Everybody wants one! Name means "two-horned birds' head", and that's just what the flowers look like. They're green, about 1/4" across & produced on long (2 to 3") drooping stems from the axils of the leaves. Plants are attractive fans of foliage about 2" across in 1-3/4" pots. Postpaid only \$4.98

Renanthera Mona Chica. One of the prettiest & most sought after of all this group. Also one of the easiest to grow. Blooms well with only half sun, like Cattleyas. These are mature plants 5 to 7" tall. Newly collected & imported, rooting well. Produce 12 to 18" bright orange-yellow, heavily freckled red. If you want one of these, please order right away as only a few are available. Postpaid only \$12.98

Rodriguezia fragrans. This small plant produces lovely, fragrant sprays of 1" white flowers. About 6" tall in 3 & 4" pots. From Brazil & RARE. A few only. Postpaid \$8.98

Rodriguezia secunda. One of the most popular of our old favorites. Profuse bloomer. Each plant produces several 6-10" sprays of bright lipstick-pink flowers about as big as a fingernail. Spring. 3 & 4" pots. Well established, vigorous plants. Easy to grow & flower! Postpaid, only \$6.98

MINIATURE COLLECTION

Eight fascinating orchids sure to please the collector in you! To make this collection even more tantalizing, we'll include a blooming size plant of the VERY RARE, *Ascoctrum mineatum* (a \$15.00 plant) that produces dense clusters of bright orange or coral colored flowers, each about 3/4" across. Add all of these to your collection, a total value of \$78.81 for the Special Summer Price of only \$57.50 Postpaid
Offered subject to Prior Sale Only.

Send for Special '59 List of hundreds of dug-up seedling crosses from communities and individual pots.

"POT THEM YOURSELF"

MATURE PLANTS

We have developed a superior new method of packing these kits. They are assembled in a polyethylene bag where the plants will actually grow. The plants ship better this way & don't dry out or wilt & wither. These kits are a complete package deal, with everything you need except the pot. They include: a strong front division of a fine mature plant, large enough to bloom within a year, sufficient bark to pot it, a clip-on pot stake, 2 pot clips and complete potting & growing instructions. These are terrific buys! Cash in on them now, while the potting season is at hand and the growing season ahead.

Brassavola nodosa. Strong 2 and 3 lead divisions of this ever popular white cluster orchid. Extremely fragrant at night. Postpaid, only \$3.98

Lc. Tinka Thiele. A large & fine dark purple for fall and winter. Well held flowers of good shape and substance. Strong fronts. Postpaid, only \$9.98

C. Irenex x C. Bobbie Jewell. A heavy, waxy white of large size and finest lasting quality. Plants are naturally small but blooming size. Postpaid, only \$9.98

Bc. Imperialis x Lc. George Sicca. Front divisions from strong young plants. Flowers are large & lavender. Some with tremendous brasso lips. Postpaid, \$10.98

Unlabelled Cattleya Hybrids. Large-flowered types. Labels are lost, no idea of color or season, but these are strong, healthy, mature fronts. More flowers per dollar than any other. Postpaid, only \$4.98

Unknown Pure White Hybrids. Names lost. Strong front, a terrific buy! Postpaid, \$7.98

Unknown Lavender-Purple Hybrids. Names lost. Strong fronts. A buy that's hard to beat at this low price. Postpaid only \$6.98

POT-EM-YOURSELF COLLECTION for '59

One each of the fine kits listed above. A total value of \$54.86, sent postpaid to you for only \$39.95

Don't miss this chance to build up your collection at such a low-low price!



FENNELL'S PINE BARK. NEW GRADES!

The new grades of Fennell's Pine Bark are slightly coarser than before. We recommend that you use the grades as follows: -

FINE- for communities & seedlings up to 2-1/4" pots, also for Cypripediums.

MEDIUM- for general potting of most kinds of orchids in 3 to 5" pots.

COARSE- for larger pots, 6" & up, and for Vandas and Phalaenopsis in all pot sizes above 3 inches.

JUNIOR BARK POTTING KITS. Includes enough pine bark for 9 to 12 - 5" or 6" pots, plus 6 clip-on orchid stakes & 12 orchid pot clips, with complete instruction sheet for potting orchids in bark.

SENIOR BARK POTTING KITS. Includes enough pine bark for 20 to 30 - 5 or 6" pots, plus 15 clip-on Orchid Stakes and 30 pot-clips, plus a complete instruction sheet for potting orchids in bark. (Instruction sheet for both Junior & Senior potting kits contain drawings for complete instructions.)

DUG-UP SEEDLING KITS. All of our seedlings now grow in beds. We dig them to order, pack them in plastic bags (where they continue to grow) with bark for potting & complete instructions, and ship them to you by AIR. This is the best possible way to get fine seedlings for your collection, and it is possible only during the warm summer months, so don't delay, order today! Many of these are rare crosses. Only a few of each available. 1st come - 1st served.

MINIMUM ORDER ON SEEDLINGS -- \$7.50

C. Enid alba x C. trianae 'Mother Dominican!' A fine white with purple lip for Xmas & winter, large compact flowers, prolific & long lasting. 2-3" tall - \$1.98 3-4" tall - \$2.98

C. Maxima x C. Skinnerii. Should produce an exceptional cluster of dark lavender flowers with beautifully striped lips. Extremely vigorous seedlings. 2-2 1/2" tall - \$1.98 3-4" tall - \$2.98

C. Pittiana (dk. bronze) x C. Guttata 'Leopoldii'. These will produce many-flowered clusters of 4 inch flowers in bronze, red & mahogany. Waxy & long lasting for late summer and fall. 1-1/2-2" tall - \$1.98 2-3" tall - \$2.98

C. Intermedia 'blush' x C. aurantiaca. This cross should be similar to our most popular C. Wolteriana. Clusters of 2½ to 3" flowers in lovely pastel tones of yellow, orange, apricot & coral. Winter & spring. 1-1½" tall - \$1.79 2-2½" tall - \$2.79

C. Granulosa 'Dubuysoniana' x C. Aclandiae. One of the rarest crosses we've ever produced. Should be fabulous. Semi-dwarfed plants with 3½ to 4" flowers of clear green or barred & striped with chocolate brown and set off by crimson-purple lips. 1½ to 2" tall - \$1.98 - 2 to 3" - \$2.98 - 3½ to 4" \$3.98

C. Alice Shiraix x C. Catherine Patterson. Medium to large lavender or purple flowers, several to a stem of fine shape, well held & heavy-for winter & spring 2-2½" tall - \$1.79 3 to 4" tall - \$2.49

"CHEAPER BY THE DOZEN SEEDLING SPECIALS!"
#1.- 2 each of the smaller sizes of these fine new crosses with bark to pot them and complete instructions. A value of \$11.50 at the Special Summer Price. 57¢
Postpaid, only \$9.98

#2.- 2 each of the larger sizes with bark & instructions. 12 fine strong seedlings of these exceptional crosses. A value of \$18.50, for this summer only, at this low price. 36¢ 40¢
Postpaid, only \$14.98

FENNELL'S PINE BARK-NEW PRICES-POSTPAID

These prices are based on your distance from Homestead, Fla. Please check carefully & make sure that you order at the correct price for your state.

		Jr. Sr.			
STATE	Grade-Hobby Box-1 cu.ft.	2 cu.ft.	3 cu.ft.	Kit-Kit	
Fla. Ga. Ala.	Fine \$2.23	3.22	6.14	3.98-5.98	
So. Car.	Med. 2.23	3.22	6.14		
	Large 2.48	3.42	6.64		
Tex. Okla. Ark.	Fine 2.72	4.81	8.96	4.49-7.49	
La. Miss. Tenn.					
Ky. Mo. Iowa.	Med. 2.72	4.81	8.96		
Ill. Ind. Ohio					
Mich. Wis. Pa.	Large 2.97	5.01	9.45		
N. Y. Vt. N. H.					
Maine, Conn.					
Ariz. Cal. Ore.					
Wyo. Wash.	Fine 3.09	5.88	11.13	4.98-8.98	
Idaho. Mont.					
N. Mex. Colo.	Med. 3.09	5.88	11.13		
Kans. Nebr.					
S. Dak. N. D.	Coarse 3.34	6.08	11.62		

Start Now To

Grow Your Own Orchids



A REWARDING HOBBY

for

Pleasure

Beauty

Relaxation

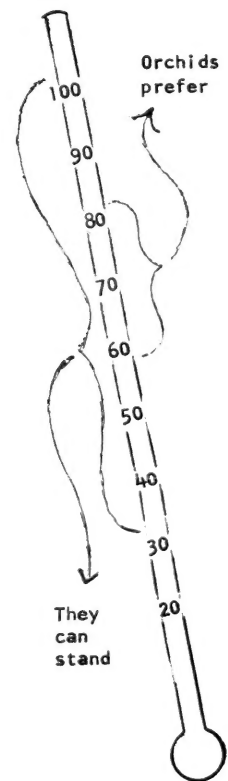
EASY HOW-TO-DO-IT
INSTRUCTIONS INSIDE

FENNELL ORCHID COMPANY • ORCHID JUNGLE • HOMESTEAD, FLORIDA

You CAN GROW ORCHIDS - JUST FOLLOW THESE EASY INSTRUCTIONS -

HEAT - SUN - POTTING MATERIAL - WATER - FOOD - HUMIDITY - AIR - REPOT - WHILE IN BLOOM - THEN -

Your regular home temperatures are fine for most orchids. From 60° to 80° F. is best, but occasional temperatures above 100° or drops even to the 30's will not harm them as long as no frost forms on the leaves.



Sunlight is very important for proper plant growth. If you live in a northern climate, the best location for growing your orchids is in your sunniest window where they will get as much sun as possible during the darker winter months. Three or four hours of sun a day will do, and you can supplement with artificial light if necessary, but natural light in a sunny south window, a bay-window, sun porch or bright plant room is usually enough. In summer months - or year round in frost-free climates - light shade during the middle of the day is advisable, but full early morning sun and full late afternoon sun is ideal. If you want to, you can hang your plants outside under a tree during the warm months of the year when the temperature is above 50° F. Be sure you pick a tree or spot where the plants will get, at least, 50% sun light. The more sun you give your plants without burning them, the stronger the growth and the heavier the flowering. If you prefer to keep your plants indoors during the summer months you may do so. Any screened window or screened porch will be fine. Give them the sunniest spot possible and the screening will provide all the shade they need.

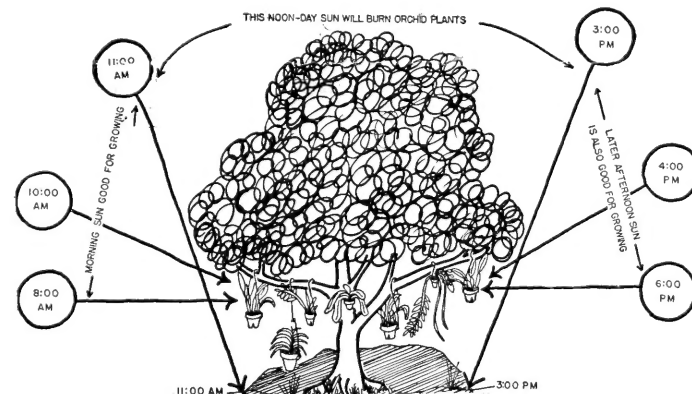


Orchids can be grown in a wide variety of potting materials and several different ones are now in common use. OSMUNDA FIBRE is the best known material. It is a rough, black fibre, the roots of a swamp fern. It provides good drainage and ventilation for the roots, and lasts two to three years before need of repotting, and it must be potted very tightly for best growth. SHREDDED BARK from fir, and pine trees is fast becoming more popular due to the greater speed of potting: simply pot as with soil, tamping it down firmly with the fingers. Should be repotted with fresh bark every 2-3 years.

Orchids must be watered somewhat differently than most plants. How much and how often depends on several things: 1. How dry your conditions are; 2. The size of the pot; 3. What potting material they are potted in. No one definite rule can be made to cover all conditions. Some homes and greenhouses are drier than others. Small pots dry out more quickly than larger ones. Therefore, you must watch your plants individually, and don't try to water them all at the same time or on the same schedule. WATER ONLY WHEN EACH PLANT NEEDS IT.

PLANTS IN OSMUNDA should dry out bone dry between waterings. When you do water, water heavily, then don't water again until really dry. If the side of pot feels clammy and cool, then it is still damp inside. If it feels dusty-dry and air temperature to the touch, then it is ready to water.

PLANTS IN BARK need slightly more water than those in osmunda. When first potted, the bark drains and dries very quickly - will need water often. As the bark packs down it will hold water longer, and after a couple of months watering, will be only slightly more often than in osmunda. Water thoroughly when you do water, but don't water again until side of pot feels dusty-dry. If it is still clammy and cool to the touch, it is still damp inside and does not need watering yet. If you must err in your watering, err on the dry side as most orchids can stand too little water better than too much.



All living things require food. Orchid plants cannot live indefinitely on air and water alone, so for strong growth and lovely flowers, be sure to feed your plants regularly with Fenorco Plant Food. This food was developed by us for bloom & strong growth, and it can be used on all your house plants, such as Philodendron, African Violets, Begonias, Gardenias, Anthuriums, Amaryllis, and Christmas cactus. In fact, any plant you grow.

IN OSMUNDA - to feed. Take your plants to the sink or laundry tub. Mix one teaspoon of Fenorco Plant Food to a gallon of tepid water. Pour this mixture over the plant. The water will run directly through the pot and it will take approximately 1/2 gallon of water to give a plant in a 5" pot a heavy watering. Always water in the morning. To wash out any accumulation of plant food that might occur, water once monthly with clear water at the regular watering time.

IN BARK - feed with Fenorco as in osmunda on every other watering. On the alternate waterings, feed with Ammonium Nitrate (1 teaspoon to 1 gallon of water) to supply the extra nitrogen that is necessary in all bark potting. Bark supplies almost no food at all and for best growth and flower production you must feed regularly and heavily, alternately with Fenorco and Ammonium Nitrate.

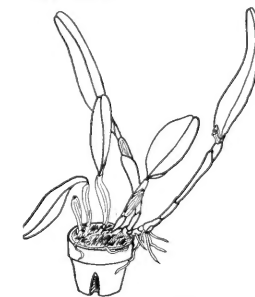
The drawings on this page are reprinted from "Orchids for Home and Garden" by T.A. Fennell, Jr.; Rinehart & Co., New York, N.Y.

No expensive equipment is necessary or advisable to provide humidity for your orchid plants. Any pan large enough to hold your plants is all right. Fill the pan with tiny stones, gravel, shells or brightly colored aquarium stones. Next fill the pan about half full of water. Place the pan in a sunny window and arrange your pots on top of the gravel or stones. Be sure the pots sit ABOVE the level of the water - never IN the water. The picture on the front page of this folder shows a group of plants set up on pyrex cake-pans filled with gravel as described above. This is the safest and best way to supply humidity to orchids growing in your home.



Orchid plants like the same atmosphere you do. It makes no difference what kind of heating system you have - gas, oil, coal or radiant heat. If the air in your house is good for you to breathe, your orchid plants will like it too. If you are growing your orchids in a small, & closed-in area, such as a closed bay window, small greenhouse or small sun porch or plant room, you will find that the conditions become quite stagnant or stuffy. A small fan (or better yet) two small fans on opposite sides of the plant area, and blowing parallel to each other in opposite directions to stir the air and cause a definite air circulation will prove of benefit to the plants and produce better growth, prettier and longer lasting flowers.

Repotting is necessary when the plant outgrows the pot by growing out over the edge or when the fiber or bark becomes old & soggy and no longer drains properly. Usually the plant outgrows the pot before the potting material breaks down however, and when the bulbs and stems are over the edge of the pot it is time to repot. (roots often grow outside the pot. These are simply aerial roots and do not indicate a need of repotting. Wait until the plant itself grows over the edge.) The best time to repot is just as new growth starts, usually in spring or early summer. Plants potted at this stage root into the fresh material immediately and suffer the least possible shock or set back.



When it blooms you can move the plant anywhere around the house for the most effective display of the lovely blooms but don't take it out of the sunny window until the flowers are fully open. It is best to keep the plant in its regular growing place until the third day after the buds start to open because the buds and flowers need sunlight to open fully, and they will not gain their full color, nor will they last well unless they have sun while opening. Also, continue to water and feed the plant on your regular schedule the whole time it is in bloom. The better you care for your plant, the longer the blooms will last! When your orchid has finished blooming, cut off the flower stem and the sheath around it just above the place where it grows out of the leaf and bulb, and return the plant to its normal growing place. Soon it will start a new growth which will bloom next time and, if you take good care of it, you will probably have even more flowers on the next blooming.

RELAX --- AND ENJOY THEM!

This is the most important thing of all to learn about your orchids. Growing orchids is fun! Don't worry about them - don't let it be a chore! Just relax and enjoy them. They will actually thrive better on neglect than they will with too much care.

The instructions here are all you need to know to get started and do well with a few orchids. They apply to most of the easily obtainable and commonly grown types but once you get started, once the "Orchid bug" has bitten you, you will want more and different kinds of orchids and you'll want to know more about them.

The information sheets, folders, magazines and books listed below under Information will prove of great help & interest to you. If you should need further help with your orchid problems, just write to us - we're always glad to be of service whenever possible.



ALL YOU NEED IS A SUNNY WINDOW

WE SUPPLY THE REST!

START WITH

PLANTS

GUARANTEE

INVITATION

SUPPLIES

ADVICE

INFORMATION

We recommend that you start with plants that are full grown & ready to bloom soon. The Fennell Orchid Co. has specialized in helping people get started in this fascinating hobby of growing orchids at home for many years. The methods outlined above and our recommendations here are based on experience with thousands of our customers all over the world. We have found that your first plant should be a strong plant, well established in its pot - one that will bloom soon and give you immediate satisfaction. Don't start out with small, weak plants, seedlings or back bulbs, that will take several years to bloom and that are liable to give you more trouble while you are learning. Start right and have success from the first.

The plants we send you are individually & carefully selected just for you from our World Famous collection here at the Orchid Jungle.

We have over 200,000 plants in this collection - the largest variety of any orchid nursery in the world today. Our collection is the result of 71 years of orchid collecting, hybridizing & propagating. Since 1888, 3 generations of the Fennell family have devoted their time and interest to bring this truly fabulous selection of rare and lovely plants to you.

Through constant research and our never ending quest for new orchids & new methods to handle them, the Fennell Orchid Company is constantly striving to bring you always the newest and best in orchids.

We guarantee that:

1. Our plants are strong & healthy.
2. They will arrive safely to you regardless of the weather or time of the year.
3. All plants are true to name and as represented in size, type and condition.

Furthermore,

WE GUARANTEE COMPLETE SATISFACTION!

If anything about our shipments to you is not satisfactory, we want to know about it immediately.

AN INVITATION whenever you are in South Florida please come and visit us. Let us show you the many lovely orchids we have in bloom and how you, too, can grow them!

Our nursery and natural jungle garden, THE ORCHID JUNGLE, is open every day from 8 AM till 5:30 PM and we have a fabulous Orchid Show every day in the year. Bring this folder with you. It will entitle you to ONE FREE ADMISSION to our garden when presented at the gate. Come soon - we'll be looking for you!

THE FENNELLS

We maintain a complete stock of orchid supplies for your convenience. These supplies are quickly and easily available at all times by parcel post.

In our catalog, we list Orchid food, potting materials and potting kits, corsage kits, pot stakes, labels, specially formulated insecticides & all other orchid supplies.

Just let us know your needs. We try to give you complete service for all your "Orchid needs and Wants".

ORCHIDS --- for pleasant living -- for gracious giving!

We conduct a free information and advice service for all our customers. We are always glad to answer any questions you may have about orchids and we ask you to feel free to call on us, or write to us at any time whenever we can be of service to you.

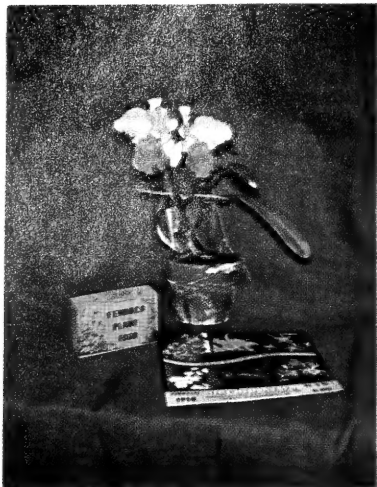
WE WANT YOU TO SUCCEED and you will find us always willing to give you the benefit of our years of experience with this fascinating hobby and business of orchid growing.

As part of our service to you, we also offer the following information sheets, folders and books to help you learn about orchids.

Information Sheets: 1. Potting and dividing; 2. Corsages - step by step; 3. Orchid Seed Planting Technique; 4. Planting Orchids on Trees; 5. Plastic Greenhouses; 6. Growing Orchids Under Artificial Light (Growing Orchids in Basement); 7. Growing Orchids in Bark. 25¢ each, Postpaid Fennell's Orchid News: A 4 color magazine chock full of orchid articles and information, including a complete listing of plants and supplies currently available from us. 50¢ - postpaid Orchids for Home & Garden by T.A. Fennell, Jr. New Revised Edition - a complete beginner's handbook on orchid culture. Available in June or July '59. \$3.95 Postpaid.

You can Grow these Orchids

No matter Where you Live



YOUR FIRST ORCHID. To start you off right, we recommend the Cattleya Orchids. These are the regular large corsage orchids that you see at the florist. For your first plant, we will send you a mature plant, well established in its pot and IN BUD to bloom within a few weeks after you receive it. Included with the plant are Complete Growing Instructions and 1 pound of Fenorco Plant Food, especially formulated for orchids.

"YOUR-FIRST-ORCHID" SPECIALS

Special #1. Lavender corsage type Cattleya, in bud plus instructions & food, only \$8.98*

Special #2. Cattleya Hybrids -

A. Dark lavender
B. White with Purple Lip
C. Pure white with yellow center - - Your choice of any one of these for only \$17.95*

Each in sheath or bud to bloom soon, plus growing instructions and 1 pound of Fenorco Plant Food.

Special #3. FANCY EXTRA LARGE FLOWERED CATTLEYA HYBRIDS.

A. Dark purple
B. Lavender
C. White with yellow center
C. White with Purple Lip - - Your choice of any one of these for only \$24.95*

Each in sheath or bud to bloom soon, plus growing instructions and 1 pound of Fenorco Plant Food

SUNNY WINDOW COLLECTION

These are the plants in the large color picture on the front page of this folder. This is a fine and varied group of plants to give you a whole windowful of orchids for year-around bloom. All mature & blooming size plants, to bloom this year -- at least one in bud now to bloom right away.

Nine plants in all; our selection of one Lavender Cattleya, 1 dark purple Laelio Cattleya, 1 dark lavender hybrid, 1 white with purple lip hybrid, 1 cluster Cattleya, 2 Dendrobium spray orchids, 1 yellow Oncidium and 1 large white Phalaenopsis.

A total value of approximately \$105.00 for the Special Collection Price of only \$79.95*



STARTER COLLECTION

Our most popular introductory offer for many years. It's a wonderful buy!

Includes 5 plants in all; - 3 mature plants of the regular lavender corsage type orchids--one in sheath, or bud now, to bloom soon after you receive it, and the other two to bloom at other seasons of the year, and 2 fine hybrid seedlings to bloom within 18 months to 3 years.

Plus two pounds of Fenorco Plant Food (a year's supply) and a copy of the newly revised edition of our orchid growers' handbook, "Orchids for Home & Garden".

A total value of \$41.95 at the special introductory price of only \$29.95*

RARE AND UNUSUAL SPRAY AND CLUSTER ORCHIDS.

These easy-to-grow orchids are rare and have flowers of unusual shapes and colors that will add interest and "spice" to your collection. All will do well along with the Cattleyas and thrive under the instructions outlined in this folder.

Top Left-Epidendrum atropurpureum-spring & summer-brown & purple flowers \$7.50 & \$12.50

Top Right-Epidendrum alatum, Spring. Many yellow, brown & white flowers \$6.98 & \$9.98

Center-Brassia gireoudiana, Fall & winter. 7 to 9" flowers-chartreuse & white with chocolate bars & stripes. \$8.50 & \$12.50

Lower Center-Brassia caudata, Summer-Fall, Green & brown, fragrant \$7.50 & \$10.00

Lower Left-Epidendrum selligerum, Summer-light greyish green to dark tan-brown Fragrant. \$4.98 & \$6.98

* Please note: -

--All plants are priced F.O.B. Homestead, Fla.

--Unless otherwise requested, we ship by Express Collect.

--If plants are a gift, we will prepay the Express for you.

East of Mississippi

-Add \$3.00 per single plant order.

-Add \$.50 extra for each additional plant.

-Add \$3.50 for Starter Collection

-Add \$7.50 for Sunny Window Collection.

TERMS:-Cash with order please. We make no packing charges or other extra charge.

West of Mississippi

-Add \$3.00 per single plant order.

-Add \$1.00 for each additional plant

-Add \$5.00 for Starter Collection

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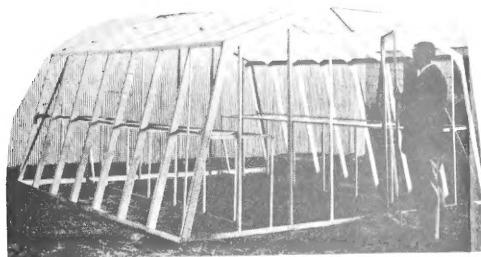
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Route 1, Box 230
Homestead, Fla.



Orchid of the Month MAY



Epidendrum selligcrum.

Origin-British Honduras.

Flower-about 1-1/2" across, dusty-green sometimes suffused with brown, red, or purplish blush towards the tips of S&P's Lip - white and spreading. On tall erect stems up to 3' with many branches & 20 to 100 flowers. Fragrant.

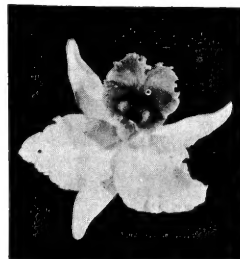
Plants. Strong & sturdy. Heavy bulbs. Long, narrow, leathery leaves. Well established in 4 1/2 & 5" pots.

Season. May-June.

SPECIAL ORCHID-OF-THE-MONTH PRICE

in bud, - postpaid only \$6.98

Orchid of the Month JUNE



Lc. Black Hawk x C. Gigas.

Origin: a bi-generic hybrid.

Flower: large & well held. Heavy bloomer. Color is rich dark lavender-purple with a royal purple, velvety lip, centered with large golden eyes.

Plants: tall & slender, extremely vigorous & prolific grower. Branches freely, light, clear green foliage.

Season: June-July.

SPECIAL ORCHID-OF-THE-MONTH PRICE

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Unknown lavender hybrids @ 6.98
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